

**Pengaruh Harga, Promosi dan Kualitas Produk terhadap Minat Beli Ulang dengan Keputusan Pembelian sebagai Variabel Intervening (Studi pada Pengguna Samsung di Semarang)**

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**ABSTRAK**

Penelitian ini bertujuan untuk memperoleh bukti empiris mengenai Pengaruh Harga, Promosi dan Kualitas Produk terhadap Minat Beli Ulang dengan Keputusan Pembelian sebagai Variabel Intervening (Studi pada Pengguna Samsung di Semarang). Teknik pengambilan sampel dalam penelitian ini adalah sampel non acak, sedangkan sampel non acak yang digunakan adalah quota sampling dan purposive sampling. Pengumpulan data dengan menggunakan kuesioner terhadap sebanyak 100 responden pengguna Samsung sebagai sampel. Analisis data menggunakan Analisis SPSS (Statistical Product and Service Solution). Hasil penelitian menunjukkan bahwa harga, promosi, kualitas produk dan keputusan pembelian memiliki pengaruh positif terhadap minat beli ulang. Harga, promosi dan kualitas produk memiliki pengaruh positif dan signifikan terhadap keputusan pembelian, serta keputusan pembelian mempengaruhi minat beli ulang konsumen pada produk smartphone Samsung.

Kata Kunci : Harga, Promosi, Kualitas Produk, Keputusan Pembelian, Minat Beli Ulang.

**The Influence of Price, Promotion and Product Quality on Interest re-Buy with Purchasing Decision as an Intervening Variables (Study on Samsung Customer in Semarang)**

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**ABSTRACT**

This research aims to obtain empirical evidence regarding the influence of price, promotion and product quality on interest re-buy with purchasing decision as an intervening variables (study on Samsung customer in Semarang). Sampling techniques in the research is non random sample, whereas non random sample used quota sampling and purposive sampling. Data collection using the questionnaire as many as 100 respondents Samsung customer as a sample. Data analysis using SPSS Analysis (Statistical Product and Service Solution). The research results show that price, promotion, product quality and purchasing decisions have a positive influence on interest re-buy. Price, promotion and product quality has a positive and significant influence on purchasing decisions, also purchasing decision has influence on interest re-buy of consumers in Samsung smartphone product.

**Keyword** : price, promotion, product quality, purchasing decisions, interest re-buy.